



Colorado Science and Engineering Fair

2025 Individual Project Abstract Form

Please print 2 copies of the completed form. Sign both copies, keep 1 for your notebook and submit 1 copy to your Regional Fair Director with your other paperwork.

Title of Project: Reimagine Meat Labeling: Could we change buyer choices and lower greenhouse emissions by adding carbon footprint data to consumer labels?

Finalist's Name: Natalia Woolcock

School and City: The Academy of Charter Schools, Westminster

Sponsor's Name: Glenn Gould

Category: Behavioral & Social Sciences

Division: Senior (grades 9 - 12)

Abstract (250 words or less):

In my project, I investigated how carbon footprint labeling might influence consumer choices between meat and plant-based products. I started by creating a Google Form survey to gather responses about public awareness and attitudes toward carbon footprints. The survey included questions such as: "Do you know what a carbon footprint is?" "If you knew that a meat product (e.g., a steak) has a higher carbon footprint than a plant-based meal, would you consider eating less of it?" and "Would you choose plant-based products more often if they were clearly labeled as having a lower carbon footprint than meat products?"

My main goal was to determine if displaying carbon footprint information on product labels would encourage consumers to choose lower-carbon options. I analyzed the data from the survey to see if the responses could be applied to real-world situations. Using the results, I calculated the potential impact on a national scale, including the total annual emissions from meat consumption for the average U.S. citizen, the total emissions across the United States, and the difference that carbon footprint labels could make compared to the current situation where carbon footprint are not present to determine how much of a difference these labels could make.

I hereby certify that the above statements are correct and the information provided in the Abstract is the result of one year's research. I also attest that the above properly reflects my own work.

Finalist's Signature:

Date:

In addition, all students must complete the ISEF Student Checklist (1A), Research Plan, Approval Form (1B), and Checklist for Adult Sponsor (1), and any other ISEF forms required for this type of project. See the International Rules and Guidelines for form requirements. Return COPIES of all of these forms to your Regional Fair Director with you Finalist Verification/Permission Form. **A signed copy of this form must be included in your notebook.**